File

WEEK OF
March 30, 1959

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

1959

19th YEAR • A WEEKLY PUBLICATION

january

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january – 1960

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february – 1960

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march – 1960

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, MARCH 27, 1959

Thursday March 26 4:00 P.M. Cocktails	PRESS PREVIEW: FALL KNITTED SPORTSWEAR	CORTINA KNITS (1407 BROADWAY)	SHERRY NETHERLAND HOTEL CRYSTAL ROOM
	Cortina will present their Fall knitwear collection of separates and co-ordinates to press and buyers. By invitation. Thereafter in showroom by appointment. Publicity: Virginia Dickson at Rose Marie Reid, PE.6-6275.		
March 27	GOOD FRIDAY		

EASTER ACTIVITIES IN NEW YORK CITY

Saturday March 28 2:00 P.M.	THIRTEENTH ANNUAL EASTER EGG-ROLLING	ARNOLD CONSTABLE	CENTRAL PARK GREAT LAWN (80TH ST.)
	Arnold Constable will present their thirteenth annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children 5 through 13 years of age. Publicity: Gloria Geis, MU. 5-2300.		
Sunday March 29 12:15 P.M. Luncheon	2ND ANNUAL BENEFIT EASTER LUNCHEON	EVYAN PARFUMS	WALDORF-ASTORIA STARLIGHT ROOF
	"Tableau--The Court Of Great Ladies" and a "Divertissement in Fashion", created by Scaasi, for the benefit of the Damon Runyon Cancer Fund in memory of Humphrey Bogart, sponsored by Evyan Parfums. Reservations--$25.00. Contact: Beverly Schrank, EL. 5-5725. Publicity: Mary McLoud, PL. 5-3000, Ext. 608.		
Sunday March 29 1:00 P.M. Luncheon	FASHION SHOW DURING BENEFIT LUNCHEON	MR. JOHN, INC.	SHERATON-EAST HOTEL BALLROOM
	Mr. John will present his "Trend-Setting American Empire" collection of hats, couture, furs and accessories for benefit of the Children's Cancer Fund. Reservations--$8.75: "Banquet Dept.", PL. 5-1000. Mr. John Publ.: Toni Woodward, MU. 8-4905. Fashion Show Dir.: Mary Alice Rice, CI.6-1790.		
Sunday March 29 1:00 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY	ARONOWICZ; RUBIO; FRANCIS GUYOT	HOTEL PIERRE COTILLION ROOM
	Millinery by Cesar Rubio; furs by House of Aronowicz; jewelry by Francis Guyot, for benefit of The Lighthouse For The Blind. Reservation: $8.50; contact: "Andre", TE. 8-8000. Pierre Fashion Dir.: Anne Taylor, TE.8-8000.		
Sunday March 29 1:00 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON	LEADING MANUFACTURERS	SAVOY-HILTON HOTEL SAVOY ROOM
	Fashions by--Larry Aldrich, Harvey Berin, Icove & Young, Vera Maxwell, Ben Reig, Maurice Rentner, Adele Simpson, Samuel Winston. Reservations--$7.00; contact: EL. 5-2600. Publicity: Gail Benedict, EL. 5-2600. Fashion Show Director: Ethel Thorsen, EL. 5-2600.		

(continued on next page)

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE

EASTER ACTIVITIES IN NEW YORK CITY (continued)

Sunday March 29 1:00 P.M. Luncheon	EASTER LUNCHEON AND FASHION SHOW	WALTER FLORELL; FREDRICA; CLAIROL	WALDORF-ASTORIA EMPIRE ROOM
	Hats, dresses, coiffures by Walter Florell; furs by Fredrica; hair colorings by Clairol. Price: $6.50. Contact: Louis, EL. 5-3000.		
Sunday March 29 1:00 P.M. And 3:00 P.M.	EASTER FASHION SHOW--MILLINERY AND FURS	MARTIER-RAYMOND; JOHN FREDERICS; HARRY HAMMER	HAMPSHIRE HOUSE FOUNTAIN ROOM
	"Pink Champagne and Roses"--dresses by Martier-Raymond; millinery by John Frederics; furs by Harry L. Hammer; jewelry by Marvella and gloves by Dawnelle. Reservations--$6.00: Mr. Gilbert, CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, 117 E. 37th St., MU. 9-8542.		
Sunday March 29 1:00 P.M.- 4:30 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY	SISTER ELIZABETH KENNY FOUNDATION	WALDORF-ASTORIA SERT ROOM
	The Ninth Annual Sister Kenny Easter luncheon with dresses by Oleg Cassini and Carrie Munn; also South American fashions from Argentine, Chile, Venezuela. Jewelry by Harry Winston. Tickets: $20.00. Contact: Martha Palmer, 550 Fifth Avenue, OX. 5-5262.		
Sunday March 29 1:00 P.M.- 5:00 P.M.	BENEFIT DANCE ON EASTER SUNDAY	HAMILTON-MADISON HOUSE	COPACABANA 10 EAST 60TH ST.
	"Cocktail Dansant" for benefit of the Hamilton-Madison House Settlement. Tickets: $5.00. Contact: E. Irving Starkman, LO. 3-2374.		
Sunday March 29 1:30 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY	EMME; REVILLON FRERES	HOTEL PLAZA RENDEZVOUS ROOM
	Millinery by Emme and furs by Revillon Freres will highlight fashion show for Judson Health Center. Reservations--$10.00: "Banquet Dept.", PL. 9-3000, Ext. 176. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.		
Sunday March 29 2:00 P.M. Brunch	MILLINERY AND FURS AT EASTER LUNCHEON	JOHN FREDERICS; HARRY L. HAMMER	HOTEL WARWICK RALEIGH ROOM
	"Pink Champagne and Roses"--millinery by John Frederics; furs by Harry L. Hammer and jewelry by Marvella. Reservations--$5.00; contact: Fernando, CI. 7-2700. Fashion Show Director: Peggy Cantor, MU. 9-8542.		

WEEK BEGINNING MONDAY, MARCH 30, 1959

Monday March 30 10:00 A.M.- 5:00 P.M.	PREVIEW: "THE GIBSON GIRL" EXHIBITION	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN
	The press is invited to preview an exhibition of "The Gibson Girl", featuring costumes of that period; also original drawings by Charles Dana Gibson. Beginning Tuesday, March 31, open to public. Publicity: Betty Chamberlain, NE. 8-5000.		
Tuesday March 31 3:30 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF DIAMOND COLLECTION	OSTIER, INC.	724 FIFTH AVENUE SALON - 8TH FLOOR
	The Queen Geraldine of Albania diamond jewelry collection will be presented to the press. By invitation. Publicity: Mildred Kosick at N. W. Ayer, 30 Rockefeller Plaza, PL. 7-5700.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday March 31- April 9	PREVIEW OF FASHIONS IN FALL FABRICS	MILLIKEN WOOLENS, INC.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
	Milliken's "Val de Loire" fashions made in all its fabrics for Fall, to resident buying office and store personnel, March 31, April 2, April 9 at 4:00 P.M.; April 1 and 8 at 2:30 P.M.; April 7 at 8:30 A.M. By invitation or appointment. Contact: Julie Buddy, Fashion Director, OX. 5-1200.		
Wednesday April 1 4:00 P.M.- 6:00 P.M. Cocktails	PRESS OPENING: NEW FABRIC CENTER	OWENS-CORNING FIBERGLAS CORP.	FIBERGLAS FABRIC CENTER - 717 FIFTH AVE.
	Official opening of new Fiberglas Fabric Center and informal showing of fiberglas decorative fabrics. By invitation. Contact: Ruth Sunley, PL. 9-3810.		
Wednesday April 1 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: "INTO FALL" SPORTSWEAR COLLECTION	ROSECREST, INC. (1407 BROADWAY)	SAVOY-HILTON HOTEL SAVOY ROOM
	Rosecrest will present their "Into Fall" collection of separates and co-ordinates. By invitation. Continuous daily showings thereafter at showroom. Contact: Miss Gail, WI. 7-0585.		
Wednesday April 1 7:30 P.M.	"CLASSICAL INFLUENCE IN DECORATIVE ARTS"	DESIGN CENTER FOR INTERIORS	415 EAST 53RD STREET
	Speaker: Charles T. Haight, decorator of the White House and Governor Meyner's residence in New Jersey, will discuss "Classical Influence in Decorative Arts". Public invited - Admission Free. Publicity: Sue Gardner at Samuel Weiss Assoc., 350 Fifth Avenue, CH. 4-7444.		
Thursday April 2 12:00 Noon Luncheon	PRESS PREVIEW: FALL SWEATER COLLECTION	OLYMPIC KNITWEAR INC. (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
	"International Collection"--preview of Olympic's Fall sweater collection to the press. Showing at 1:15 P.M. promptly. By invitation. Contact: Phyllis Youngheart, 400 East 58th Street, PL. 1-0752.		
Thursday April 2 12:30 P.M. Luncheon	PRESS PREVIEW: FALL SHOE COLLECTION	MANNEQUIN SHOES (112 WEST 34TH STREET)	WALDORF-ASTORIA PARK AVENUE SUITE
	Mannequin will present their Fall shoe collection to the press. By invitation. Contact: Frances Rhodes, LA. 4-3620. Publicity: Nadine Bertin at Daniel & Charles, Inc., 185 Madison Avenue, MU. 6-7288.		
Friday April 3- April 19	EXHIBITION OF "ART U.S.A. '59"	AMERICAN ART EXPOSITION, INC.	NEW YORK COLISEUM COLUMBUS CIRCLE
	Exhibition of American art presenting 700 works by 230 major living painters and sculptors. April 3, 8:00-11:00 P.M., benefit of Artists Equity and Art Students League Building Fund. April 4, 9:00-Midnight, benefit of Ballet Theatre. Tickets: $10.00. Thereafter general admission, $1.50. Publicity: Zachary & Liss, 171 Madison Avenue, MU. 4-0350.		
Saturday April 4- April 12	THIRD EDITION OF AUTOMOBILE SHOW	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
	Seven nations will display best in world's motor car output. The latest in motorcycles and motor scooters, automotive accessories, fuels and oils will also be featured. Hours: Daily--11:00 A.M. to 10:00 P.M.; Sunday--1:00 P.M. to 10:00 P.M. Prices: Adults--$1.50; Children--75¢. Contact: David Jacobson, United Public Relations, 120 East 56th St., PL. 1-3950.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 7 8:30 A.M. Breakfast	ADVANCE PREVIEW OF SUMMER HATS	MILLINERY PROMOTIONS, INC. (10 EAST 40TH ST.)	HOTEL ASTOR BALLROOM
	"Summer Millinery Fashion Festival"--showing of popular and moderate priced millinery, sponsored by the Trade Promotion Committee of Millinery Promotions, Inc. By invitation. Contact: MU. 6-2970.		
Tuesday April 7 10:00 A.M.	PRESS PREVIEW OF KNITTED FASHIONS	ALED LTD.	1410 BROADWAY SHOWROOM - 21ST FLOOR
	Knitted costumes, suits and dresses, made in Israel. Showings April 7, 8, 9, at 10:00 A.M. By reservation. Contact: Miss Lilo, LA. 4-1637. Publicity: Pauline Greene at Charles J. Charney, PL. 7-0955.		
Tuesday April 7 10:30 A.M.	SHOWING OF EARLY FALL COAT COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Showing of Originala's early Fall coat collection, Tues., April 7 at 10:30 A.M. Thereafter at 2:00 P.M., by appointment only. Contact: Louis Mariani, BR. 9-8988.		
Tuesday April 7- April 8 1:00 P.M.	PREVIEW: EARLY FALL DRESS COLLECTION	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Mr. Mort's early Fall dress collection, designed by Lee Evans and Mario Papiri. By admission card only. Contact: Miss Andree, OX. 5-4760.		
Tuesday April 7 4:00 P.M. Cocktails	PRESS PREVIEW OF ITALIAN KNITWEAR	LUISA SPAGNOLI	3 EAST 40TH STREET SALON - 5TH FLOOR
	Preview of Luisa Spagnoli's Fall collection of Italian knitted sportswear and ready-to-wear, for press and resident buyers. By invitation. Thereafter continuous daily showings. Contact: OR. 9-7280.		
Tuesday April 7 8:00 P.M. Dinner-Dance	2ND ANNUAL "HEARTS AND DIAMONDS BALL"	HARRY WINSTON INC.	HOTEL PLAZA BALLROOM
	For the benefit of The Heart and Lung Foundation, sponsored by Harry Winston. Co-Chmn: Mrs. Cartwright Wetherill, Mrs. William Mirkil, Mrs. Morton Bowyer, Mrs. Helen Briggs Miller. Tickets: $50.00. Publicity: Alan W. Bell Co., 437 Fifth Avenue, MU. 4-4705.		
Wednesday April 8 9:00 A.M.- 6:00 P.M.	PREVIEW OF NEW SEWING MACHINES	SINGER SEWING MACHINE CO. (149 BROADWAY)	HOTEL ROOSEVELT PALM TERRACE SUITE
	Informal preview of Singer Sewing Machine's newest developments and improvements. Breakfast: 9:00 A.M. - 11:00 A.M. Luncheon: 12:00 Noon - 2:00 P.M. Cocktails: 3:00 P.M. - 6:00 P.M. By invitation. Publicity: Anne Cunningham, at Young & Rubicam, 285 Madison Avenue, MU. 9-5000.		
Wednesday April 8 4:00 P.M. Cocktails	PREVIEW OF "KEYBAK"-- INTERFACING FABRIC	CHICOPEE MILLS, INC.	HAMPSHIRE HOUSE THE COTTAGE
	"Keybak", a new non-woven interfacing fashion fabric, will be previewed to the press in a showing of Summer fashions by leading designers. By invitation. Publicity: Rosemary Sheehan, 27 East 37th St., MU. 5-1280.		
Friday April 10 8:00 P.M. Dinner-Dance	EIGHTH ANNUAL "APRIL IN PARIS" BALL	AIR FRANCE; CARTIER; COTY	WALDORF-ASTORIA GRAND BALLROOM
	"Paris Circus of the 18th Century"--Gala dinner-dance for the benefit of the French Hospital and the American French Foundation Charities. "Defile de l'Elegance"--showing of fashions by leading couturiers of Paris and millinery by Parisian designers. Reservations--$150.00 (including dancing until dawn & breakfast). Contact: Marion Perry, EL. 5-5725.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday April 12 8:00 P.M. Dinner	TONY AWARDS DINNER	AMERICAN THEATRE WING, INC.	WALDORF-ASTORIA BALLROOM
	Annual Tony Awards Dinner for benefit of American Theatre Wing. Honorary Co-Chmn: Joan Crawford, Ralph Bellamy, Alfred deLiagre, Jr., Mrs. Albert D. Lasker, Gilbert Miller. Tickets: $35.00. Publicity: Morton Sunshine, 165 West 46th Street, CI. 6-6460.		
Tuesday April 14 12:00 Noon Luncheon	FABRIC LUNCHEON: FALL-WINTER 1959	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
	Co-Chmn: Vee Rafdal and Margaret Ingersoll. Price: $8.00 (Members); $10.00 (Guests). Exhibit from 10:00 A.M. to 3:00 P.M.; admission $1.00 at door for those not holding luncheon tickets. Contact: CI. 7-3940.		
Tuesday April 14 8:30 P.M. Dinner	BENEFIT DINNER-BALL	SPOLETO FESTIVAL BALL	WALDORF-ASTORIA BALLROOM
	Special ball for benefit of Gian Carlo Menotti's "Festival Of Two Worlds". Co-Chmn: Mrs. Norris Darrell, Mrs. H. J. Heinz III, Mrs. Henry B. Hyde, Mrs. Nathan Milstein. Tickets: $50.00. Publicity: Elizabeth O'Connor at Rasponi Associates, 667 Madison Avenue, TE. 8-8171.		
Wednesday April 15 2:00 P.M.	PRESS PREVIEW: EARLY FALL JUNIOR COSTUMES	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Mam'selle will preview their early Fall junior costume collection to the press. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday April 16 9:00 A.M. Breakfast	PRESS PREVIEW OF "CONTINENTAL COLORS"	HAZEL BISHOP INC. (445 PARK AVENUE)	PLACE TO BE ANNOUNCED
	Hazel Bishop imports six new "Continental Colors" from Europe in co-ordinated lipstick and nail polish, to compliment shades of summer skin and fashion. Also, introducing first complete line of no-smear eye makeup: mascara, eye shadow, eyebrow pencil. By invitation. Publicity: Terry Quimby at Robert S. Taplinger Associates, 608 Fifth Ave., PL.7-8040.		
Friday April 17 8:30 P.M. Dinner	BENEFIT DINNER AND BALL	"DIABALLIQUE"	WALDORF-ASTORIA BALLROOM
	Benefit for Sister Elizabeth Kenny Foundation and the Universal International Symphony Orchestra & Music Institute. Co-Chairmen: Mrs. Thomas Bancroft, Jr., Mrs. Igor Cassini, Mrs. Richard C. Doane and Mrs. Clyde Newhouse. Tickets: $50.00. Publicity: Elizabeth O'Connor at Rasponi Associates, 667 Madison Avenue, TE. 8-8171.		
Tuesday April 21 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION	WHITE STAG (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
	White Stag will present their Fall women's wear collection to press and buying offices. Showing at 4:30 P.M. promptly. By invitation. Contact: Vera Holton, BR. 9-1972.		
Tuesday April 21 8:00 P.M. Dinner	BENEFIT DINNER AND BALL	"BAL BAROQUE ITALIEN"	HOTEL PLAZA BALLROOM
	Dinner for benefit of the orphanage, La Madonnina del Grappa. Co-Chmn: Mrs. Edward J. Behn, Countess Vivian Crepi, Mrs. Frank Delaney, Mrs. Joseph A. Neff. Baroque headdresses will be worn. Tickets: $50.00. Publicity: Rasponi Associates, 667 Madison Avenue, TE. 8-8171.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
April 22	PASSOVER--begins Wednesday, at Sundown. (April 23 - April 30)		
April 26	DAYLIGHT SAVINGS TIME BEGINS--Sunday. (Move clocks ahead one hour.)		
Monday April 27- April 30	28TH ANNUAL NATIONAL CONFERENCE	AMERICAN INSTITUTE OF DECORATORS	HOTEL PLAZA BALLROOM
	"Awards Luncheon"--presentation of citations of merit for outstanding design and development in fabrics, furniture, floors, wallcoverings and lighting. Mon., April 27th at 12:30 P.M. By invitation. Contact: Richard Dillon, Jr., 440 West 24th Street, CH. 3-6112.		
Tuesday April 28 8:30 P.M. Dinner	DINNER-DANCE FOR BENEFIT OF HEART FUND	"HEART OF AMERICA BALL"	HOTEL PLAZA BALLROOM
	"Heart Of America Ball" for benefit of the Heart Fund. Co-Chairmen: Mrs. Russell Forgan, Mrs. Thomas Hitchcock and Mrs. Lewis S. Rosensteil. Tickets: $100. Publicity: Elizabeth O'Connor at Rasponi Associates, 667 Madison Avenue, TE. 8-8171.		
Sunday May 3- May 7	FALL AND WINTER SHOE FASHIONS	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & SHERATON-McALPIN
	The 22nd semi-annual showing of popular price shoes for men, women and children at N.Y. Trade Show Building, Hotels New Yorker and Sheraton-McAlpin. Co-Managers: Edward Atkins & Maxwell Field. Contact: MU. 2-8705.		
Thursday May 7 10:00 P.M.- 1:00 A.M.	"FASHION FOOLERY"-- SPECIAL PRESENTATION	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL PLAZA BALLROOM
	"Fashion Foolery"--an evening of "spoofs" on the whole fashion industry. Price: $17.50 per person, for benefit of The Fashion Group activities. Contact: CI. 7-3940.		
Friday May 8- May 19	THIRD ANNUAL WORLD TRADE FAIR	U.S. WORLD TRADE FAIR	NEW YORK COLISEUM COLUMBUS CIRCLE
	More than 3,000 exhibits, displaying new products and raw materials from 60 countries. Showing of women's fashions, accessories, footwear, perfumes and cosmetics. Press Preview, Thurs., May 7. By invitation. Tickets: $1.50. Contact: David Jacobson at United Public Relations, PL. 1-3950.		
Sunday May 10	MOTHER'S DAY. Theme: "Her Day Of Surprises." Contact: Arthur Freeman, 129 West 30th Street, LO. 5-4700.		
Tuesday May 12 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION	NANNETTE CASHMERES (1410 BROADWAY)	THE 500 CLUB 500 SEVENTH AVENUE
	Preview of Nannette's Fall collection of cashmere coordinates, decorated cardigans and ensembles for daytime and evening wear. Commentator: Bert Bacharach, men's fashion columnist and author. By invitation. Thereafter continuous in showroom. Publicity: Mathews-Latham, MU. 7-5447.		
Thursday May 14 12:00 Noon Luncheon	PREVIEW: BACK-TO-SCHOOL AND FALL FASHIONS	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	"The Romantics"--showing of Nelly De Grab's back-to-school and Fall collection, for press and buyers. By invitation. Continuous showings thereafter in showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday May 15 12:00 Noon Luncheon	SHOWING OF FASHIONS FOR CHILDREN AND TEENS	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	The Fashion Group will present a luncheon showing of children's and teen-age fashions. Co-Chmn: Jane Stark and Rae Crespin. (More details later.) Contact: CI. 7-3940.		
Tuesday May 19 8:45 A.M.- 10:30 A.M. Breakfast	"YOUNG TRENDS FOR FALL 1959"	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL PIERRE GRAND BALLROOM
	Parents' Magazine will present a showing of Fall fashions for toddlers, girls, pre-teens and boys with presentation from 9:15 to 10:30 A.M. Commentator: Mrs. Beryl Tucker, fashion editor. Exhibition in Ballroom Foyer of fashions from August and September issues. For retailers and resident buyers, by invitation. Publ.: Monroe E. Michels, MU. 5-4400.		
Thursday May 21 12:30 P.M. Luncheon	PREVIEW OF FALL SEPARATES	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Luncheon, followed by showing of back-to-school and Fall fashions designed by Frank Smith. By invitation. Continuous daily thereafter. Contact: BR. 9-7160.		

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)
(The Member Firms of the Fashion Originators' Guild will Introduce Their Fall Collections in a Two-Day Opening Period - May 25 and May 26.)

Beginning Monday May 25	BEN BARRACK, INC.	498 7th Ave.	(7 Fl.)	LO. 4-3923
	HARVEY BERIN LTD.	530 7th Ave.	(7 Fl.)	PE. 6-0206
	BRANELL	530 7th Ave.	(27 Fl.)	PE. 6-6983
	WM. FOX-VISIONI CORP.	498 7th Ave.	(18 Fl.)	CH. 4-2659
	ED GERRICK, INC.	550 7th Ave.	(7 Fl.)	LO. 4-1820
	A. GOODMAN & CO., INC.	530 7th Ave.	(17 Fl.)	WI. 7-4076
	DAVID E. GOTTLIEB, INC.	530 7th Ave.	(4 Fl.)	LO. 5-2727
	GRABOIS	498 7th Ave.	(5 Fl.)	CH. 4-2767
	GROBE ORIGINALS, INC.	498 7th Ave.	(16 Fl.)	BR. 9-8394
	HARMAY	498 7th Ave.	(22 Fl.)	PE. 6-5547
	MYRON HERBERT, INC.	530 7th Ave.	(20 Fl.)	LO. 4-6830
	JOBERE, INC.	530 7th Ave.	(30 Fl.)	PE. 6-1938
	JUNIOR SOPHISTICATES CO.	498 7th Ave.	(4 Fl.)	LO. 4-0462
	NAT KAPLAN, INC.	498 7th Ave.	(21 Fl.)	LO. 5-4115
	DAVID LEVINE CO.	530 7th Ave.	(21 Fl.)	LA. 4-0237
	ROSALIE MACRINI, INC.	550 7th Ave.	(11 Fl.)	CH. 4-2655
	PAUL PARNES CORP.	498 7th Ave.	(10 Fl.)	CH. 4-4600
	RUDOLF GOWNS	530 7th Ave.	(12 Fl.)	WI. 7-6865
	MARTIN SIMON, INC.	498 7th Ave.	(7 Fl.)	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 7th Ave.	(20 Fl.)	LA. 4-7540
	SUZANNE AUGUSTINE, INC.	1 W. 47 St.	(7 Fl.)	PL. 7-3465
	HANNAH TROY, INC.	530 7th Ave.	(2 Fl.)	LO. 3-0988
	SAMUEL WINSTON, INC.	530 7th Ave.	(11 Fl.)	CH. 4-2617

Contact: Leonard Gendler, FOGA, CH. 4-6945.

Monday May 25 4:00 P.M. Cocktails	FALL JUNIOR COAT & SUIT COLLECTION	DEVONBROOK LTD. (1400 BROADWAY)	"500 CLUB" 500 SEVENTH AVENUE
	Press preview of Fall junior coat and suit collection, designed by John Anthony. By invitation. Continuous daily showings thereafter at showroom. Publicity: Margaret Hodge, 15 East 48th Street, PL. 5-7630.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday May 26	PETITE AND MISSES FALL COLLECTION	GROSS SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	"Back To Easy Living"--showing the Fall collections of Petti-4's casual wear for the petite miss; and "Terry Rogers" misses sizes. Before May 26 by appointment only. Contact: CH. 4-3558.		
Wednesday May 27 4:00 P.M. Cocktails	PRESS PREVIEW: FALL COAT & SUIT COLLECTION	MURRAY NIEMAN (252 WEST 38TH STREET)	HOTEL PLAZA WHITE & GOLD SUITE
	Murray Nieman will present his collection of Fall-Winter coats, suits and ensembles to press, buying offices, fashion coordinators. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.		
Thursday May 28 11:00 A.M.	PRESS PREVIEW: FALL COAT & SUIT COLLECTION	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	Preview for press and buyers of Frank Gallant's Fall collection of coats and suits. By invitation. Trade showings at 9:30 A.M., Tues., Wed., Thurs., beginning June 2. Contact: Herbert Gallant, LA. 4-7285.		
Tuesday June 2 9:00 A.M. Breakfast	PRESS PREVIEW: FALL SPORTSWEAR COLLECTION	CABANA BEACHWEAR CO. (1407 BROADWAY)	"500 CLUB" 500 SEVENTH AVENUE
	Showing of sportswear, separates and dresses, designed by Pembroke Squires, for press and buyers. By invitation. Continuous daily thereafter at showroom. Publicity: Margaret Hodge, 15 East 48th St., PL. 5-7630.		
Tuesday June 2 3:30 P.M.	23RD ANNUAL COLLEGE CLINIC	MADEMOISELLE MAGAZINE (575 MADISON AVENUE)	WALDORF-ASTORIA BALLROOM
	Back-To-School fashions from Mademoiselle's August college issue. Show at 4:00 P.M. Tickets: $7.50; by invitation only, for official tie-in stores, and their buying offices, advertising agencies, fabric houses. Contact: Mrs. Frances Ashmore, PL. 9-2080.		
Wednesday June 3 4:30 P.M.	PRESS PREVIEW OF FALL COLLECTION	BURKE-AMEY	HOTEL PLAZA WHITE & GOLD SUITE
	Burke-Amey will present their Fall collection of daytime, cocktail and evening fashions, designed by Ronald Amey, for press and buyers. (Note Change Of Date.) By invitation. Publicity: Maxwell-Gray, PL. 3-5556.		
Wednesday June 3 5:30 P.M. Cocktails	THIRD ANNUAL COLLEGE FASHION SHOW	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	HOTEL BILTMORE GRAND BALLROOM
	"Ten Best Dressed College Girls in America"--fashion show at 6:30 P.M. For retailers, by invitation. Contact: Angeline Dougherty, LE. 2-7500.		
Monday June 8 2:00 P.M.	PRESS PREVIEW OF FALL FUR COLLECTION	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Mme. Elsa Schiaparelli will present her Fall fur collection to the press. By invitation. Publicity: Alfred Davidson Assoc.,38 E. 57th St.,PL.5-0868.		
Monday June 8- June 9 5:30 P.M.	"HOLIDAY IN FASHION" MUSICAL PRESENTATION	HOLIDAY MAGAZINE (380 MADISON AVENUE)	BARBIZON PLAZA THEATRE 106 CENTRAL PARK SOUTH
	A demonstration performance of "Holiday in Fashion", a new musical framework for fashion merchandise in retail stores. By invitation, for retail executives, advertising agencies, buying offices, fabric and fiber houses, manufacturers. Show followed by cocktails. Contact:Bonnie Slover,MU.7-5300.		

MUSIC...MOVIES...THEATRE...OPERA

Thursday March 26 — PREMIERE: "TEMPEST" (Movie) CAPITOL THEATRE, B'WAY & 51ST STREET
Starring Van Heflin, Silvano Magano, Viveca Lindfors, Helmut Dantine, Agnes Moorehead and Vittorio Gassman, this Paramount presentation is in Technirama and Technicolor. Based on a novel by Alexander Pushkin about the revolt against the Russian throne during the reign of Catherine The Great. Producer: Dino De Laurentiis. Director: Alberto Lattuada. Costumes: Maria De Matteis. Publicity: Bert Champion, BR. 9-8700.

Friday March 27 — PREMIERE: "THE SOUND AND THE FURY" (Movie) THE PARAMOUNT, B'WAY & 43RD ST.
The 20th Century-Fox presentation, in CinemaScope and Color De Luxe, of William Faulkner's novel, starring Yul Brynner, Joanne Woodward, Margaret Leighton, Ethel Waters and John Beal. Producer: Jerry Wald. Director: Martin Ritt. Publicity: Gertrude Brooks, CO. 5-3320.

Friday March 27 — OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH STREET
Tickets: $2.00 - $6.50 including tax. Publicity: William Fields, PL. 3-7500.

Saturday March 28 — OPENING: "DAVY JONES' LOCKER" MOROSCO THEATRE, 217 WEST 45TH STREET
Arthur Cantor and Joseph Harris will present the full-length puppet drama, "Bill and Cora Baird's Marionette Theatre", based on a story by Bill Baird. Music and Lyrics: Mary Rodgers. Director: Burt Shevelove. Publicity: Arthur Cantor, LO. 3-4370.

Monday March 30-April 5 — TWENTY-THIRD WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Mon., March 30: Mussorgsky's "Boris Gudunov". Tues., March 31: Verdi's "Don Carlo" (In Philadelphia). Wed., April 1: Berg's "Wozzeck". Thurs., April 2: Gala Performance: Puccini's "Tosca, Verdi's "Aida", Antony Tudor's ballet "Hail and Farewell". Fri., April 3: Tchaikovsky's "Eugene Onegin". Sat., Mat., April 4: Verdi's "Don Carlo". Sat., Eve., April 4: Puccini's "La Boheme". Publicity: Francis Robinson, PE. 6-1200.

Monday March 30 — N. Y. CITY OPERA N. Y. CITY CENTER, 131 WEST 55TH STREET
Mon., March 30: "Maria Golovin." Thurs., April 2: "Street Scene." Fri., April 3: "The Ballad Of Baby Doe." Sat., April 4: "Street Scene." Sun., April 5: "The Scarf" and "The Devil And Daniel Webster." Publicity: Muriel Francis, LE. 5-3200.

Wednesday April 1 — PREMIERE: "COMPULSION" (Movie) RIVOLI THEATRE, B'WAY & 49TH STREET
The 20th Century-Fox presentation in CinemaScope and stereophonic sound of the film, based on the novel by Meyer Levin, starring Orson Welles, Diane Varsi, Dean Stockwell and Bradford Dillman. Producer: Richard D. Zanuck. Director: Richard Fleischer. Publicity: Charles Einfeld, CO. 5-3320.

Tuesday April 7 — OPENING: "COME PLAY WITH ME" YORK PLAYHOUSE, 64TH ST. & 1ST AVENUE
The musical based on Marcel Achard's novel, starring Tom Poston, John Emery, George Voskovec, Liliane Montevecchi, and presented by Helen Boneils and Haila Stoddard. Direction: Tama Geva. Costumes: Ramse Stevens. Liliane Montevecchi's costumes: Jenkins Gowns. Publicity: Karl Bernstein - Ben Kornzweig, JU. 2-2490.

Thursday April 9 — OPENING: "KATAKI" AMBASSADOR THEATRE, 215 WEST 49TH STREET
Jay Garon will present the two character play, co-starring James McArthur and Sessue Hayakawa about an American and Japanese soldier stranded on a South Pacific island during the second World War. Director: Alan Schneider. Publicity: George Ross, BR. 9-5906.